

TRAVEL AGENT WEST, Nov 2008



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winter

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*Offer valid for new cruise-only retail bookings on selected 12-, 7-, and 6-day Norwegian Coastal cruises departing Jan. 1-Apr. 30 and Dec. 1-Dec. 31, 2009. Prices are USD, valid for North American residents only, capacity controlled, and subject to change without notice. Cruise Fuel surcharge is additional. Offer cannot be combined with any other discounts or promotions, except Early Booking Rates, is valid for selected categories and destinations. Restrictions apply. Offer valid for bookings made by Dec. 31, 2008. Ship: Registry: Norway.



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Formerly Norwegian Coastal Voyage Inc.

SMITHSONIAN, SEP 2008

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TASTE

Photo: Jørn Tønner

This year, make your vacation a sensation. Savor your holidays in northerly Norway, Europe's exotic frontier of new flavors and scents, sights and sounds. Indulge your taste for the finer things—our fresh, world-renowned seafood, for starters. You needn't dally in the dining room; in Norway, even eating's an adventure. Go on King Crab Safari with legendary coastal cruise line Hurtigruten—and trawl for a holiday meal to beat all.

Norway. Powered by nature. Simply sensational.



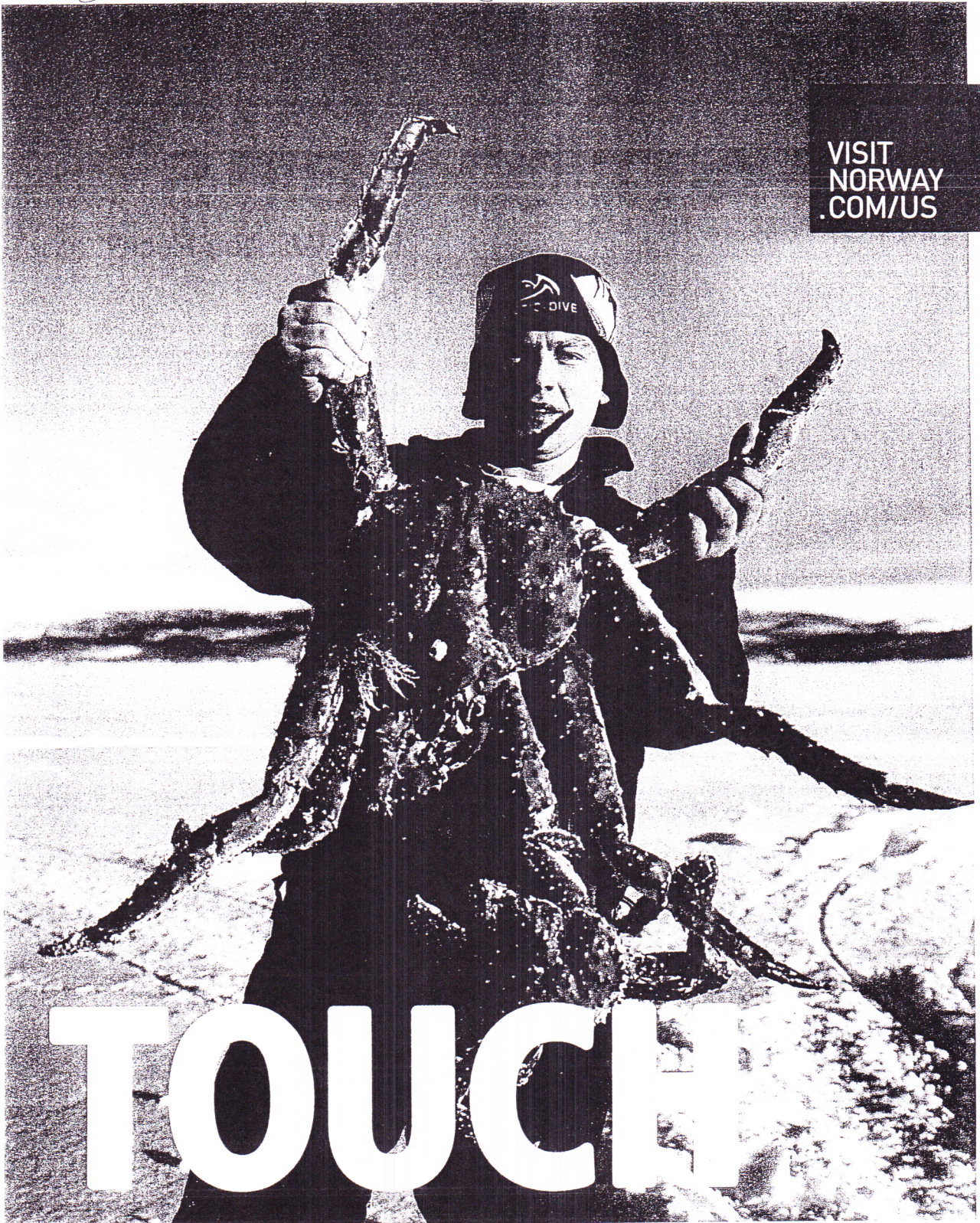
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Get a feel for adventure in northern Norway

By summer Midnight Sun or winter Northern Lights, tactile adventures await in polar Norway. Touch the sky atop Svartisen glacier. Wrap yourself in reindeer in Lapland. Feel the freeze of Arctic breezes at North Cape. Get in touch—with northern Norway now.

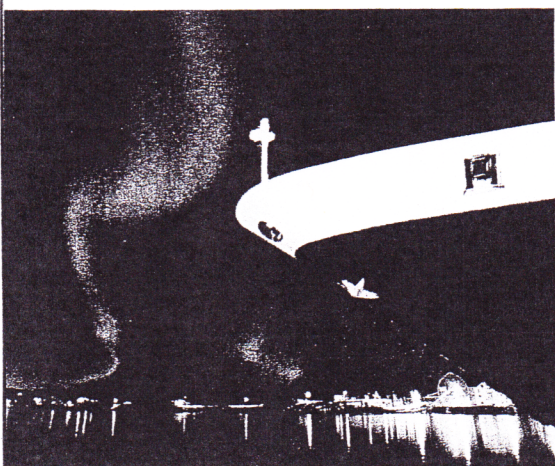


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NORRHENNO WAY

Force of Nature



The national tradition of *friluftsliv*—open-air living—means spending as much time outdoors as possible and experiencing nature firsthand.



ARCTIC ADVENTURES: (top to bottom)
Hurtigruten ship with Northern Lights; Tromsø;
A friendly Sami girl.

Arctic adventures beckon in the land of the Midnight Sun and the Northern Lights, where action-packed vacations just come naturally, all year long. In summer, the sun never sets and the fun never stops. In winter, engage in every kind of snow-based activity imaginable. Come shoulder season, enjoy the best of both worlds—at the best prices.

Nature trumps all in northern Norway, with crystal-clear rivers running through picture-perfect valleys and glaciers slicing through alpine mountain ranges. The national tradition of *friluftsliv*—open-air living—means spending as much time outdoors as possible and experiencing nature firsthand. Coupled with *allemannsrett*—freedom to roam in the countryside—this cultural legacy makes Norway the ultimate escape for outdoor adventurers.

Kick off your journey in **Tromsø**, Norway's "Paris of the North," where you can indulge in world-class dining and a pulsating nightlife scene. When the party's over, use Tromsø as your springboard to Arctic Norway. Explore the **Lyngen Alps** on skis, on foot, or by raft, dogsled, or sleigh. North of the Arctic Circle, visit the magnificent **Lofoten Islands** and hike or bike in the rugged mountains and along the rocky coastline, marveling at the birds and marine life. Join an orca-watching safari to see how these mighty killer whales stun their prey with their powerful tails.

Norway's northernmost county, **Finnmark**, is wide-open Scandinavia at its wildest. Gather with local fishermen on a fjord; you'll savor the day's catch for dinner. Meet the indigenous Sami, the reindeer-herding people of Lapland. Take a boat ride by the magical light of the Midnight Sun, or travel by snowmobile to watch locals ice-fish for delicious king crabs. In Kirkenes, near the Russian border, you can even spend an unforgettable night in the world-famous SnowHotel.

The best way to enjoy it all? **Hurtigruten**, a national institution and the country's maritime lifeline for over 115 years, offers upscale cruising experiences complete with a wide range of land and sea excursions and activities. Hurtigruten ships travel between 34 mainland ports year-round, including Spitsbergen and Svalbard in the summer. Take your pick from a vast menu of breathtaking coastal journeys at hurtigrutenvoyages.com or by calling 1-866-729-8525.

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STEP INTO ADVENTURE. Hurtigruten's classic Norwegian Coastal Voyage is the "World's Most Beautiful Voyage" year-round—but even more special come winter. November through March, we offer **Hunting the Light**—exclusive Arctic excursions and activities by the "blue light" of the polar night. Hurtigruten—once-in-a-lifetime vacations in one-of-a-kind Norway. For reservations, contact your travel agent today or call 1-866-711-4746.

www.hurtigruten.us/aarp
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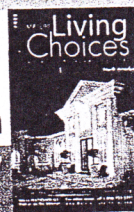
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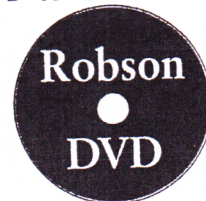
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AUDUBON, JUL 2008



authentic voyages to pristine lands

is hurtigruten right for you?

STEP ABOARD A HURTIGRUTEN SHIP TODAY—and step into adventure. Our classic sailings between 34 ports along the majestic Norwegian coast—known as the “World’s Most Beautiful Voyage”—include action- and fun-filled theme cruises and an array of exciting excursions to the most breathtaking destinations in beautiful Norway year-round.

Hurtigruten’s legendary voyages are even more special come winter, thanks to our unique new **Hunting the Light** program. Passengers sailing from Bergen to Kirkenes between November 15, 2008, and March 15, 2009, will enjoy exclusive Arctic excursions and activities focused on northern Norway’s beguiling landscape, climate, cuisine, and culture. Viking-style feasts. Lectures on Sami lifestyles. Snow-scootering in Lapland. Dog-sledding in Tromsø. King crab fishing at sea and al fresco fish-cake dinners on deck.

All by the beautiful “blue light” of the polar night, when the sun barely rises, and—if luck will have it—the ethereal glow of the Northern Lights.

You will enjoy this incomparable foray into Arctic Norway from the comfort of our upscale new generation and millennium exploration vessels: the MS Nordkapp, MS Nordlys, MS Richard With, MS Kong Harald, MS Polarlys, MS Finnmarken, MS Trollfjord, and MS Midnatsol.

Whatever the trip, whichever the ship, Hurtigruten promises a once-in-a-lifetime vacation in one-of-a-kind Norway.

BOOK NOW AND SAVE: Reserve a Hurtigruten vacation today for the following savings*:

NORWEGIAN COASTAL VOYAGE SPECIALS:

- COMPANIONS TRAVELS FREE on selected Voyages departing in Oct., Nov., and Dec., 2008
 - FREE TRANSATLANTIC AIR from JFK/EWR on bookings for selected 12-day Voyages in Oct., Nov., or Dec., 2008
 - 2 FOR 1 TRANSATLANTIC AIR from JFK/EWR on selected 6-day or 7-day Voyages in Oct., Nov., or Dec., 2008
 - COMPANIONS TRAVEL AT 50% OFF during Sept.
- Book June–Sept. 14 cruise-only voyages and SAVE UP TO \$500 PER PERSON. In addition, when booking a southbound voyage, get a FREE shore excursion. Passengers may choose either Lofoten or the Trondheim with Nidaros Cathedral tour.

*Restrictions apply. Offers are good on select departures and for a limited time only. Air offers do not include air taxes and air fuel surcharges of \$429 per person or domestic U.S. air. Offers might not be combinable.

For more savings and other special offers, contact your travel agent, or call 1-866-257-6091, or visit www.hurtigruten.us.

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NATIONAL GEOGRAPHIC ADVENTURE OCT 2008

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TOUCH



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Get a feel for adventure in northern Norway

By summer Midnight Sun or winter Northern Lights, tactile adventures await in polar Norway. Touch the sky atop Svartisen glacier. Wrap yourself in reindeer in Lapland. Feel the freeze of Arctic breezes at North Cape. Get in touch—with northern Norway now.

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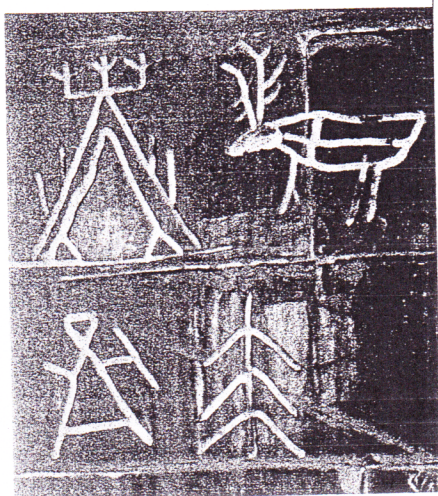
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Powered by Nature

You don't have to travel to the end of the earth to see nature at its most natural. The pristine air, spectacular scenery and uncrowded spaces of Norway are closer than you think. As are our crystal-clear fjords, magnificent mountains and our dramatic coastline. Experience it all on an adventure vacation with Borton Overseas, your dedicated Norway expert.

www.bortonoverseas.com



Northern Norway— Adventure's In Our Nature

Arctic adventures beckon in the pristine, polar land of the Midnight Sun and the Northern Lights, where action-packed vacations come natural. Dive into an exciting world of alpine mountains, narrow fjords, and limitless tundra and wilderness. In summer, the sun never sets and the action—and fun—never stops. In winter, engage in every kind of snow-based activity imaginable. Come shoulder season, enjoy the best of both worlds—at the best prices. Borton Overseas offers great active tour packages to the region, and Hurtigruten plies upscale cruises filled with adventure-oriented excursions, from kayaking and wildlife sea safaris to Nordic skiing and dogsledding. To plan your northern Norway adventure, go to visitnorway.com/us.

SCENIC ADVENTURES

In northern Norway, nature trumps all. Crystal-clear rivers crease mountainsides and run through picture-perfect valleys. Glaciers slice through alpine ranges. Tundra stretches as far as the eye can see. Take in unrivaled sights and partake in unique activities in this spectacular natural setting: Aurora Borealis. The Midnight Sun. The Saltstraumen tidal current. Scuba diving in Lofoten. King crab fishing in the Barents Sea.

FRILUFTSLIV

Norway's tradition of *friluftsliv*—or open-air living—means spending as much time outside as possible and experiencing nature firsthand. Coupled with Norway's *allemannsrett*—freedom to roam in the countryside—this cultural legacy makes Norway the perfect fit for outdoor adventure recreation. For more on *friluftsliv*, go to visitnorway.no/friluftsliv.

LOFOTEN

Imagine a splendid archipelago north of the Arctic Circle, where nature's sense of scale dwarfs man's. The Lofoten islands offer exciting adventures: In fall and winter, join a Killer whale-watching safari to see how these mighty animals stun their prey with their powerful tails. Hike or bike rugged mountains and rocky coastline; bird and marine life abound. A trip to the Lofoten archipelago is the trip of a lifetime.

TROMSØ

Norway's "Paris of the North," the city of Tromsø boasts world-class dining and shopping, as well as a pulsating nightlife scene. When the party's over, use Tromsø as your springboard to Arctic Norway. Explore the Lyngen

Alps, go rafting or fishing, or, try dogsledding, cross-country skiing, and sleigh riding.

FINNMARK

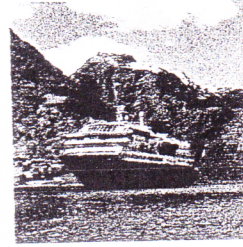
Northernmost county in Norway, Finnmark is wild, wide-open Scandinavia at its finest. There are any number of things to see and do in winter, summer—and the shoulder season. Join fishermen on a fjord, then eat your catch for dinner; meet the indigenous Sami, the reindeer-herding people of Lapland; take a Midnight Sun boat trip; travel by snowmobile to a fjord where locals catch delicious King crabs through holes in the ice, or visit Kirkenes near the Russian border and spend the night in the SnowHotel.

HURTIGRUTEN

Experience spectacular Norway by sea on the Norwegian Coastal Voyage. Daily departures all year and exciting, adventurous shore excursions such as dog-sledding and snow-mobile safaris are available. Take advantage of a 2 for 1 offer on select 2008 departures or save up to 45% on 2009 voyages. (hurtigrutenvoyages.com, 1-866-729-8525).

BORTON OVERSEAS

Whether it's escorted vacations or independent holidays, summer, winter, or shoulder season, Borton Overseas is your Norway adventure specialist. Bike the scenic, serene Vesterålen and Lofoten archipelagos. Embark on an Arctic Safari, dog sledding from Kirkenes in search of salmon and King crab. Nordic ski across the Finnmark Plateau. Borton Overseas is adventure in Norway. (bortonoverseas.com, 1-800-843-0602).



NATIONAL GEOGRAPHIC TRAVELER, OCT 2008

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Touch the sky in northern Norway

By summer Midnight Sun or winter Northern Lights, tactile adventures await in polar Norway. Touch the sky atop Svartisen glacier. Wrap yourself in reindeer in Lapland. Feel the freeze of Arctic breezes at North Cape. Get in touch—with northern Norway now.



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Adventures at Sea

Pristine air, spectacular scenery, and unique adventures are closer than you think—in northern Norway.

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Sail with Hurtigruten in 2008 and your companion joins for free, thanks to our ‘2 For 1’ special offer on select departures. Book your 2009 itinerary today for savings of up to 45%.

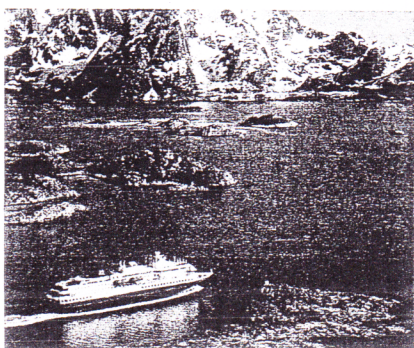
Hurtigruten—once-in-a-lifetime adventures in one-of-a-kind Norway.

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Northern Norway— Leisure's In Our Nature

Arctic vacations beckon in the pristine, polar land of the Midnight Sun and the Northern Lights, where intriguing experiences come natural. Dive into an exciting world of alpine mountains, narrow fjords, and limitless tundra and wilderness. In winter, indulge in delights and distractions both cozy and cool. In summer, the sun never sets and the fun never stops. Come shoulder season, enjoy the best of both worlds—at the best prices. Hurtigruten plies upscale cruises filled with shore excursion options, from kayaking and wildlife sea safaris to Nordic skiing and dog sledding. To plan your northern Norway vacation, go to www.hurtigruten.com.

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TROMSØ

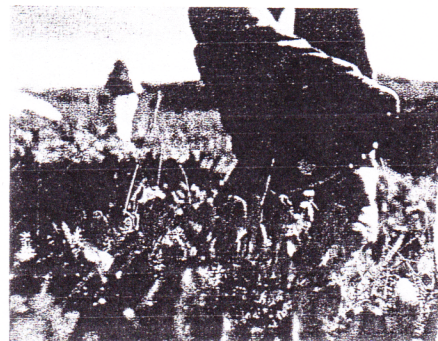
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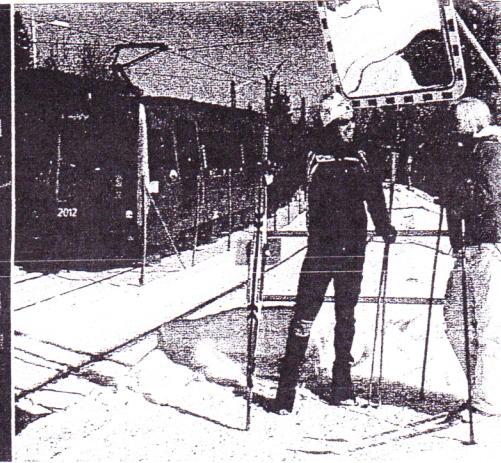
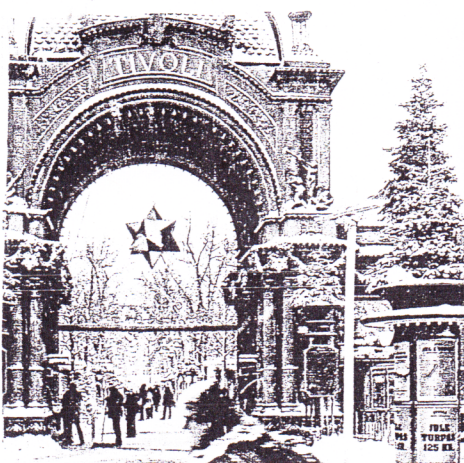
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HURTIGRUTEN

For 115 years the Norwegian Coastal Voyage fleet has traveled the route along Norway's spectacular fjord-filled west coast, stopping at 34 ports along the way. Daily departures year round offer guests the uniqueness of the various seasons—the Midnight Sun in the summer or the Northern Lights in winter. [www.hurtigruten.com, 1-866-729-8525].





Stockholm Oslo

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VACATION AGENT

SEP, NOV & DEC 2008

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Oslo surprises many visitors with its intimacy. The city is located at the end of a fjord, spread over a large area with wide open spaces, forests and beaches, but its city center is compact and easy to walk around. It's perhaps this combination of capital city vibe and stunning nature, which makes Oslo such a unique city break destination. Oslo is a cultural hotspot, offering visitors a plethora of choices from the Viking Ship Museum to the National Gallery where Edvard Munch's painting "The Scream" is housed. During winter enjoy great alpine and cross country skiing only minutes away from the city center.

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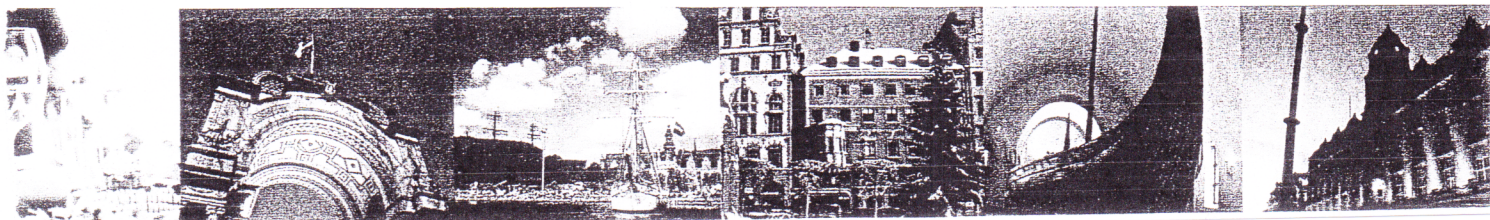
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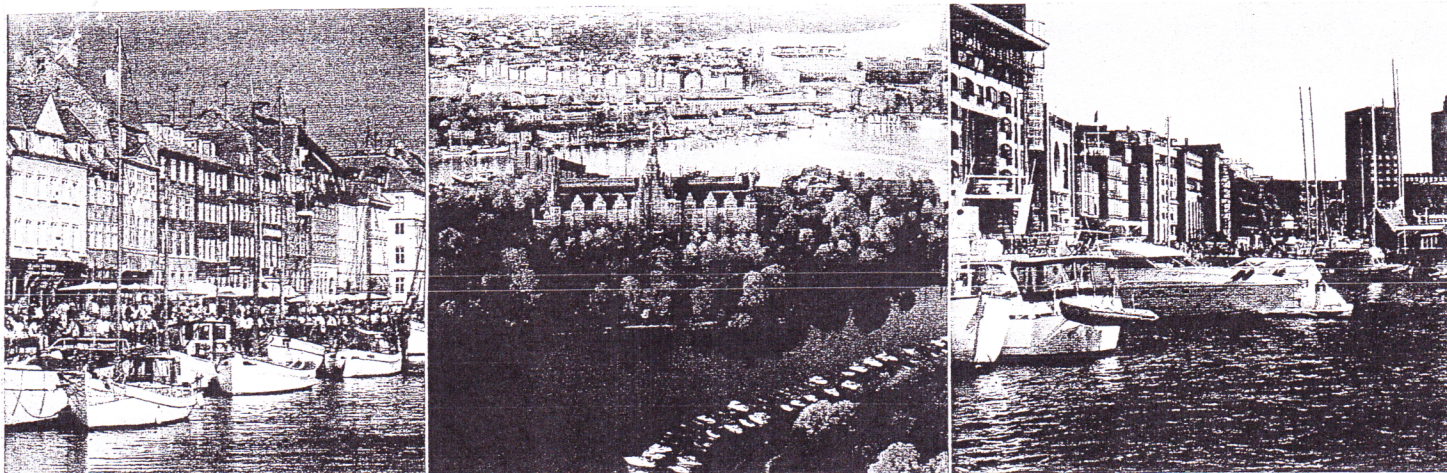


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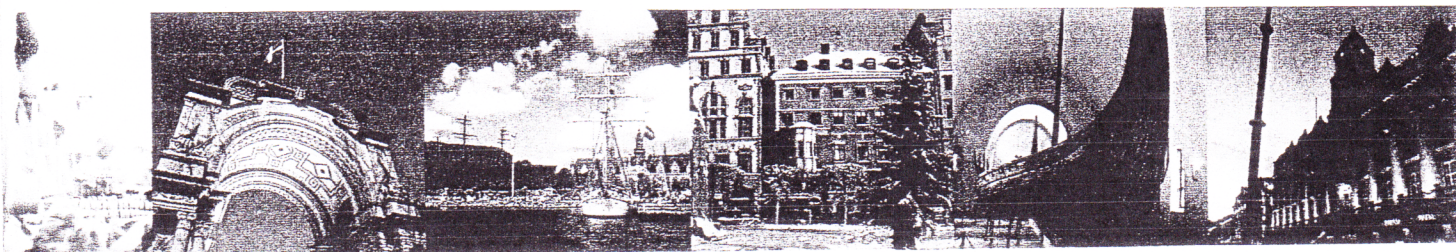
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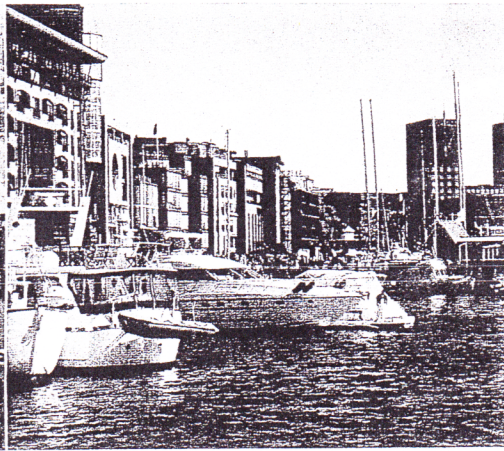
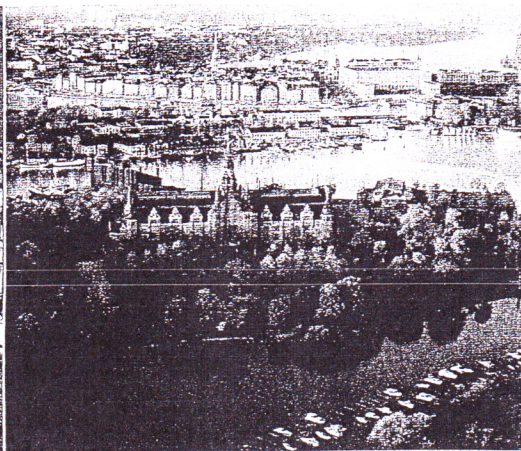
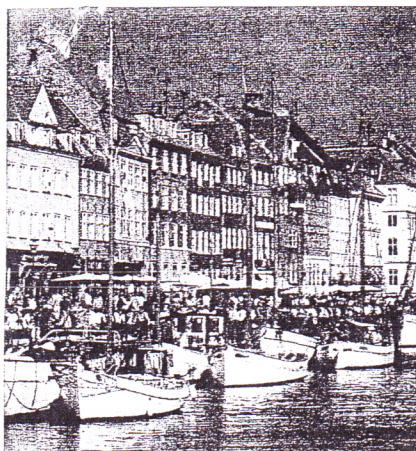


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SCANDINAVIA'S CAPITALS OF CULTURE AND STYLE

Stockholm

the perfect cruise port

STOCKHOLM's character and atmosphere are products of its unique, magnificent natural setting, which has helped make the city one of the world's most creative and exciting urban scenes. Built on 14 islands, where Lake Mälaren flows out into the Baltic Sea, Stockholm boasts one of Europe's largest and best-preserved medieval city centers. The Swedish capital is an open, clean, and welcoming city where you can easily walk between a wide range of sights and destinations right from the quay.

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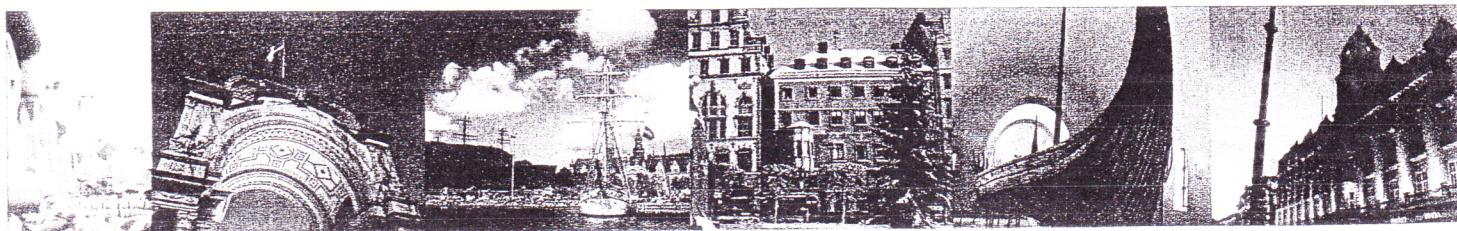
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DISCOVER NORWAY

Magazine

Fall 2008 – Friluftsliv

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JUL 1-DEC 31

2008